



Twice-a-Week Specials!

Values Extraordinary Tomorrow

The success of our twice-a-week extraordinary values has been instantaneous. The women of Memphis realize that it pays to watch for Levy's unusual semiweekly offerings. Look for the ads and then pay a visit to our first floor. We never advertise anything we cannot substantiate.

Vestees for Suits— \$1.98, \$3.98, \$4.98

The vest for your Spring or Summer Suit, for which you have been longing. Economy in a vest that will replace a shirtwaist. In tricolette, silk and Georgette, moon-glow crepe, ribbon and pique.

Waists

TUB SILKS, in a fabric light enough for Summer wear, but durable to withstand the attack of the washboard in frequent scrubbing—three lots at.....

\$4.98

\$5.98

\$6.98

Voile Waists
\$1.98 and Up.
Many Patterns and Designs.
Light and Summery.
Sweaters, \$5.98.
Slipovers, Fiber Silk and Wool.

Wash Skirts

Gaberdine, in newest effects, pocket and button trimmed.....

\$4.98

Fancy Wool Skirts

Poplins in tans, blues and stripes; good styles and values.....

\$5.98

Underwear Specials

BLOOMERS—Satin, a bargain..... **\$2.95**
TEDDIES—Crepe de Chine, plain tailored, \$2.98 and..... **\$3.25**
(With ribbon straps.)
GOWNS—Crepe de Chine, lace trimmed..... **\$4.98**

MODEL HOUSE PLAN IS TO BE NEW CAMPAIGN

WASHINGTON, April 25.—An experiment made by an Ohio city proves what an effect a model house may have on a local "own-your-own-home" campaign. The real estate board of the city selected a most attractive plan. This was quite out of the ordinary, in colonial style, the entrance being at the side through a portico, while the wide porch extended across one end, the outside chimney going up through it and affording an opportunity for an outside as well as an inside fireplace.

Most of the contractors and material men worked at cost. A number of builders and merchants made substantial donations. When the house was finished \$400 was spent in advertising, and one afternoon 5,000 persons went through the house, while as many more stopped to admire it from the outside. It was sold at a reasonable price, but at a profit, and, as a result of the

demonstration in home building, many persons were interested in the point of taking steps to own their own homes. This model house idea is suggested as a first-rate method of centering interest in a local campaign, for it affords a means of showing exactly what construction at present-day prices of material and labor costs in a special place, and the house, inevitably much advertised, is readily sold.

Read News Scimitar Wants.

\$7,500,000 IN LOAN DRIVE FOR TARDY ONES ON

(Continued From First Page.)

probably have put in harder work than any single division. Others who added their organizations to those in the 100 per cent column Thursday were: Implement dealers, accountants, organists, labor, hotels and cafes, drunks, queensware men and upholsterers.

Labor Is Loyal

Particularly creditable was the showing of labor, which organization went over yesterday ahead of time. A new campaign is being planned by labor leaders Saturday, when the leaders will take charge of the street booths and lead up some more thousands for Uncle Sam to finish the job. A dance will be given on the uptown streets and other features will be added to put a final blow of success on their campaign.

Railroads added \$10,000 to their quota Thursday in a report from A. H. Egan, who said the railroads would be well over their quota by Saturday night. Official reports are beginning to come from the county although it will take the final whirlwind finish of Saturday to reach the quota assigned to communities in the county outside of Memphis. Approximately \$200,000 has been reported from the county according to estimates made Friday by Dabney Crump.

Reports More Complete

All but 10 of the original 75 divisions have been heard from and almost without exception confidence is expressed that the division in each case will have the whole quota made up by the end of the week.

The divisions now over the 100 per cent mark follow:

Name	Pct. of Total
Lawyers	148
Real estate and farm lands	145
Drugs	140
Wholesale grocers	133
Architects and civil engineers	125
Dry goods	120
Fire insurance	117.5
Bankers and capitalists	111.5
Tailors	111.5
Automobiles	108
Cotton	105
Implement dealers	105
Furniture	103
Accountants	102
Brethren	102
Organized labor	102
Hotels and restaurants	101
Coke	100
Bicycles	100
Dental and surgical supplies	100
Printers and stationers	100
Queensware	100
Optometrists	100
Sporting goods	100
Upholsterers	100

VAN VLEET'S INCREASE EXAMPLE FOR OTHERS

The letter from the Van Vleet-Mansfield Drug Company increasing its subscription to the Victory loan set the ball rolling for other increases Friday and is a fine example for others to copy. Read it:

Van Vleet-Mansfield Drug Co., Memphis, Tenn.
Mr. John J. Hefflin, Chairman Shelby County Victory Loan Organization:
My Dear Mr. Hefflin:—Understanding that, although the Victory loan in Memphis promises to be an overwhelming success, a few divisions are having some difficulty in raising their quota as quickly as had been anticipated, we wish to increase our subscription of yesterday by \$36,000, which will bring our total subscription to this loan up to \$75,000.

Our own rate proportion to enable the wholesale and retail druggists' division to attain its quota was \$38,400, which we gladly subscribed in conjunction with our fellow wholesale druggists on yesterday, but wishing to give our further support to this loan and in order to do our part toward assuring a quick success, we are very glad to hand you this additional subscription.

Permit me to say, in this connection, that in my opinion these Victory bonds constitute the proudest investment of today and one which will be more thoroughly appreciated by the financial

world after this campaign shall have closed.

We hope to see a liberal oversubscription in Memphis and wish you and your committee complete success. With expressions of our highest esteem, we are yours very truly,
MAY VAN VLEET, President.

MILLION BY TONIGHT IS GOAL OF WOMEN

The woman's division began its most strenuous work of the Victory loan drive Friday morning with \$1,000,000 as its goal for the day. With a little over \$625,000 already in hand and promised it is certain the women will go over their quota by Saturday night, but it is the ambition of Mrs. J. W. McClure, superintending sales in the booths, and Mrs. Hugh R. Hayley, chairman of all the county work, to get in the entire \$1,000,000 quota by Friday night. In either event, however, the good women will not relax their activity until the close of business Saturday night.

Thursday a little over \$100,000 was raised on the streets. Something over \$5,500 was raised Thursday night, \$5,500 of which came from one booth at Union avenue and Main street in charge of Mrs. Raphael Bryan.

The cotton speeder sent out by the cotton men Thursday got \$18,000 in subscriptions, which was turned over to the women. Women of New South Memphis turned over \$5,400 to the woman's division and a subscription of \$10,000 from Al Chynia Temple Shriners helped swell the total.

Reports from the booths follow:
Main and Jefferson—Miss Ida Stewart, captain, \$2,400.
Court Square—Mrs. A. G. Jacobs, captain, \$2,400.
Main and Madison—Mrs. Dave Stewart, captain, \$6,100.
Bank of Commerce—Mrs. W. T. Black, captain, \$20,550.
Peabody Hotel—Mrs. R. S. Terrill, captain, \$28,550.
Main and Union—Mrs. Jack C. Carey, captain, \$18,600.

NATION EAST OF ROCKIES SHIVERS

WASHINGTON, April 25.—A cold wave and high pressure area today covered the entire country east of the Rocky mountains, except the southern portions of the South Atlantic and gulf districts, and freezing temperatures prevailed as far south as the Ohio river.

There were light snows in the lake regions and upper Ohio valley, and rains and snows in New England and the Middle Atlantic states. Snow flurries occurred in the District of Columbia early today.

With the exception of snow or rain in the lower Ohio valley and rain in Tennessee, the west portion of the Middle Atlantic states and north portions of the east gulf states, the weather will be fair tonight and Saturday, with continued low temperatures, except in Florida. Freezing temperature is to be expected tonight as far south as Kentucky and Southern Virginia.

Storm warnings are displayed on the Atlantic coast from Norfolk to Eastport, Me.

Don't Let Soap Spoil Your Hair

...and wash your hair, be careful what you use. Most soaps and prepared shampoos contain too much alkali, which is very injurious, as it dries the scalp and makes the hair brittle. The best thing to use is just plain unsifted coconut oil, for this is pure and entirely greaseless. It's very cheap, and beats the most expensive soaps or anything else all to pieces. You can get this at any drug store, and a few ounces will last the whole family for months.

Simply moisten the hair with water and rub it in, about a teaspoonful is all that is required. It makes an abundance of rich, creamy lather, cleanses thoroughly, and rinses out easily. The hair dries quickly and evenly, and is left shining, bright, fluffy, wavy and lands. Besides, it loosens every particle of dust, dirt, and

EXTRA!

BASEBALL

POSTPONED

GAME CALLED 4 P.M. SATURDAY

Memphis vs. Little Rock
4 P.M.—Russwood Park—4 P.M.
BE ONE OF 15,000 FANS!

Mulford's —The Home of Fine Gifts

BRIDES' Gifts, Graduation Gifts. One reason to select appropriate gifts from our stock is because we use the same care in selecting gifts that you do.

Each gift from this store must be passed upon three times—by the maker, by us, by you. With everyone interested, is it any wonder our gifts please?

WE HAVE A WONDERFUL SELECTION OF POPULAR PRICED GIFTS IN

Cut Glass Sterling Silver
Sheffield Silver Gold Jewelry

AND THE FAMOUS

ROOKWOOD POTTERY

MULFORD JEWELRY CO.

"Memphis' Oldest Jewelers"

6 South Main St.

Memphis, Tenn.

CANADA PLANS HIGHWAY FROM ROCKIES TO SEA

WINNIPEG, Man., April 25.—A bill of interest to the motorists of Canada and the United States will be introduced at the present session of the dominion parliament asking an appropriation of \$10,000,000 to build an automobile road to be known as the Canadian highway across Canada from coast to coast. This project is in addition to the road building program which will open vast new areas in Northern Ontario, the Peace river country and Central British Columbia to settlement and rapid development through immigration.

The Canadian highway, according to plans mapped out two years ago by the Canadian Automobile association, will extend from Glace bay near Sydney, N. S., to Cape Scott, on Vancouver island. From the Nova Scotia coast it will run to Montreal, N. B., west along the southern bank of the St. Lawrence to Quebec and then on as direct a line as possible through Ottawa to Winnipeg.

ready exist connecting Winnipeg, Portage la Prairie, Brandon, Regina, Moose Jaw, Swift Current, Medicine Hat and Calgary. The joining of these links will not be difficult or expensive. West of Calgary the highway, through the mountains to the Pacific has been completed except for about 150 miles.

If the \$10,000,000 appropriation is made, the money will be distributed among the provinces according to mileage, and a proportionate amount will be allotted for road building to Prince Edward Island and Yukon territory, which are off the main route. One of the provisions of the bill is that none of the money shall be used to purchase rights of way and no bridge on the highway shall cost more than \$5,000.

The Canadian highway will connect at Quebec with the New Atlantic highway from Miami, Fla., and at Winnipeg with the Jefferson highway from New Orleans.

Unightly pimples and blemishes on the face are sure signs that the skin and blood need the purifying and strengthening action of

BEECHAM'S PILLS.

Largest Sale of Any Medicine in the World. Sold everywhere. In Boxes, 10c, 25c.

HOW ABOUT YOUR LAWN MOWER?
JOHNSON & CO.
211 S. MAIN ST.
Will Sharpen It.
Free Delivery—Phone Main 2781.

To Men of Memphis Who Welcome Opportunity

Do You Know That the Wonderful Oil Fields of Texas Are the Greatest Boon Ever Offered the Wise Investor?

Will you invest in a company that offers you the advantage of extensive acreage, located in the "Wonder Oil Field," of Wichita County, with deep tests going down in the immediate vicinity?

The Jennie L. Dutton Oil Co.

Has leased 100 acres in this choice territory, being the northeast 100 acres out of the Wm. F. Williams Survey, Wichita County, Texas.

A Well 2,000 Feet Deep Will Be Drilled

On this lease, providing that oil or gas is not found in paying quantities at a lesser depth. The Standard Rig to be used will allow the testing thoroughly of every oil sand located.

The Officers of This Company

Have a reputation for fair and honest dealing unsurpassed anywhere. Any bank or business firm in Wichita Falls will indorse each of them. This lease is located on a direct line between the rich Petrolia Field, in Clay County, and the Iowa Park Field, in Wichita County.

H. K. Logan, Fiscal Agent for the Jennie L. Dutton Oil Company

Is in Memphis for the next few days. He is thoroughly familiar with the oil fields of North Texas, and will be glad to give information on this famous territory, known as "the Billion-Dollar Circle." Call and see Mr. Logan at the Pebody Hotel.

The Jennie L. Dutton Oil Co.

Home Office, 714 Ohio Avenue Wichita Falls, Texas.
Make All Checks Payable to A. F. Kerr, Trustee

OFFICERS OF THE COMPANY

P. E. KERR, President,
Wichita Falls, Texas
U. T. ALLISON, Vice-President,
Wichita Falls, Texas
A. F. KERR, Secretary-Treasurer,
Wichita Falls, Texas.
JOHN DAVENPORT,
County Attorney of Wichita County,
Our Legal Adviser.

Date.....
THE JENNIE L. DUTTON OIL CO.,
Mr. H. K. Logan, Fiscal Agent,
714 Ohio Avenue, Wichita, Falls, Texas.

Gentlemen:
I hereby subscribe for shares of the capital stock of the Jennie L. Dutton Oil Co., an unincorporated association, of Wichita Falls, Texas, capitalized at \$100,000; par value, \$10.00 per share, fully paid and nonassessable, and inclose herewith \$..... pay ment in full.

Name.....
City.....
Street or Box..... State.....